



CUSTOMER STORY

Four Winds Interactive Drives 10x Increase in eNPS with SurveyGizmo

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TOR STENBAKKEN,
DIRECTOR OF ORGANIZATIONAL
DEVELOPMENT,
FOUR WINDS INTERACTIVE

When Four Winds Interactive (FWI) set out to build a stronger, more people-focused company, they knew they needed to collect better data. And this is exactly what they're doing with SurveyGizmo. Through the feedback they collect, FWI can check the pulse of the company on a continual basis – leading to significant increases in metrics such as Employee Net Promoter Score (eNPS) and employee engagement.

Supporting FWI's people-first culture doesn't stop there. From training events to transportation planning, FWI is using SurveyGizmo to inform an increasing number of business decisions companywide.

“SurveyGizmo lets us gather feedback to continually learn what our employees and customers find most relevant and valuable.”

TOR STENBAKKEN,
DIRECTOR OF ORGANIZATIONAL DEVELOPMENT,
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POWERING 10X EMPLOYEE ENGAGEMENT

Two years ago, FWI set out to design a new people strategy, with employee engagement as one of its main pillars. This required continual feedback from their employees, so they turned to SurveyGizmo to design and implement a quarterly Employee Net Promoter Score (eNPS) survey.

The results were transformative. “From October 2017 to the beginning of 2019, we saw a 10x increase in our eNPS, putting us well above the national average for employee engagement,” explains Tor Stenbakken, Director of Organizational Development.

PUTTING FEEDBACK TO WORK

Stenbakken and his team can dig deep into the data, looking at both scores and commentary for valuable trends. These insights inform all areas of the employee experience, such as hiring practices, talent development, and benefit offerings.

“With SurveyGizmo, we can survey our entire employee base, then segment the data so we can take immediate action on the feedback,” Tor added. The team can view feedback down to the department level, and this helps them work closely with managers to create customized action plans that increase both engagement and performance.

FWI also uses SurveyGizmo to fuel its industry-leading orientation program. “Our new-hire orientation survey helps us continually iterate on our program and

process into what we believe is one of the best orientations in the technology industry,” reports Stenbakken.

CRAFTING USER-FOCUSED EVENTS

By collecting feedback at conferences and training events, organizers get feedback to hone their programs. “Our trainers have access to real-time data,” says Stenbakken. “Seeing responses from training they just conducted is invaluable.”

Customer experience also improves, explains Stenbakken. “We’re able to follow up quickly with attendees whose expectations have not been met. Our customers appreciate the fact that we’re listening and responding to their needs so quickly.”

DISCOVERING NEW USE CASES

As FWI continues to grow, so does the company’s use of the SurveyGizmo platform. In addition to customer and employee feedback, FWI uses SurveyGizmo to support a variety of business decisions. When they needed a new phone system, they surveyed their people. They even used SurveyGizmo to gauge transportation needs at a recent event, ensuring they had the right number of shuttles available at the right times.

As Stenbakken reports, “Thanks to SurveyGizmo’s unique combination of simplicity, flexibility, and features, we continue to find new uses cases for the platform at FWI.”

ABOUT FOUR WINDS INTERACTIVE

Four Winds Interactive (FWI) is the leading provider of visual communications software. Founded in 2005, the Denver-based company offers industry-leading functionality, integrations, and services in the rapidly growing visual communications market. FWI supports all clients with its world-class customer success and delivery teams. Organizations that want to realize the power of visual communications can inquire at www.fourwindsinteractive.com

ABOUT SURVEYGIZMO

Founded in 2006, SurveyGizmo puts feedback in the hands of the people who can take action, through the systems they use every day. We help customers make feedback core to their business. With more than 15,000 customers, including some of the most trusted brands, SurveyGizmo collects more than a million survey responses every day.

To learn more, call SurveyGizmo at **1.800.609.6480** or visit www.surveygizmo.com today.

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